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M.Sc. HOSPITALITY ADMINISTRATION

Term-End Examination

April, 2011

MHA-10 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

1. Discuss Marketing Management. Elaborate various marketing concepts under which business enterprises conduct their marketing activities. **20**
2. What do you mean by marketing environment ? Describe the macro and micro environment of marketing. **20**
3. What do you mean by marketing research ? Discuss its nature and scope applicable to hotel industry. **20**
4. How does buying behaviour is influenced by Maslows theory of motivation. **20**

5. Explain the concept of Market Targeting. What are the different methods for evaluating potential targets in the Hospitality Industry ? 20
6. What do you mean by "Product Mix" and "Product Line" ? Explain various product line strategies. 20
7. Explain the term Product Innovation. Why is it necessary for the companies to introduce new innovative products ? How it is done in Hotel Industry ? 20
8. Discuss the different methods used for price determination. What are their advantages and limitations ? 20
9. Critically analyse various provisions of the 'Essential Commodities Act' related to regulation of prices. 20
10. Write short notes on *any two* of the following : 20
- (a) Brand Identity and Image 10+10=20
 - (b) Distribution Channel of Service Industry
 - (c) Marketing Mix